

## FOR IMMEDIATE RELEASE:

### CONDÉ NAST NAMES CAROLYN KYLSTRA EDITOR-IN-CHIEF OF SELF

#### Self Transforms Into a Digital, Video and Socially-Led Health and Wellness Brand

NEW YORK – December 1, 2016 – Condé Nast today announced that Carolyn Kylstra has been promoted to editor-in-chief of Self, the company’s popular health and wellness brand. The company also announced a significant investment and a new content and distribution strategy that will transform Self into a digital, video and socially-led brand. As a result of the new content strategy, Self’s regular print production will end with the February 2017 issue. In the future, Self will publish special print editions around health and wellness-related moments throughout the year. The Chinese edition of Self will continue to print its monthly edition.

Earlier this year, [Self.com](http://Self.com) embarked on a new digital content strategy led by social video and a completely redesigned and modernized website. Self’s expanded video lineup speaks to the entire spectrum of wellness, focusing on health, fitness, healthy eating, body positivity and self-expression. To date this year, video viewership has experienced triple digit growth. In September 2016 [Self.com](http://Self.com) broke all previous traffic records – the fourth time this year – with 5.3 million unique viewers, representing a 56% increase year-over-year. The brand also saw its highest engagement in September, with 49 million total minutes spent, representing a 460% increase year-over-year.\*

“Audiences are more discerning than ever about how they live, and in Self, we have a popular and established brand that speaks directly to the burgeoning health and wellness movement,” said Anna Wintour, artistic director of Condé Nast and editor-in-chief of Vogue. “Carolyn has played a pivotal role in refining and focusing Self and understands how to create content that excites and inspires our audiences.”

“By many estimates, the health and wellness industry has surpassed pharmaceuticals in overall dollars spent, and at \$3.4 trillion dollars annually, has become a leading growth category for both audiences and advertisers alike,” said Jim Norton, chief business officer and president of revenue for Condé Nast. “By re-imagining how Self creates content – and how we distribute it, we are uniquely positioned to give consumers more of what they love while creating innovative and engaging opportunities for our advertising partners.”

Kylstra was appointed as the executive digital director of Self in September 2015, and has since overseen all digital editorial content for the brand. Previously, she was the health editor of BuzzFeed, where she launched their popular Health vertical. Prior to BuzzFeed, Kylstra spent two years as the site director of Women’s Health, spearheading editorial strategy for the brand. During her tenure, monthly traffic tripled and the brand’s social media audience grew by 220%. Previously, Kylstra was a senior editor at Cosmopolitan and began her career at Men’s Health.

\*Source: comScore Media Metrix November 2013 – October 2016

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#### About Self:

Self is the motivated woman’s guide to life. Our mission: to help her feel her best at the gym, at work, and throughout her life. The Self community is there to support and inspire her – and show her that she can reach any goal by tapping into her greatest source of strength, herself.

**About Condé Nast:**

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 100 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, The Scene, Pitchfork and Backchannel. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit [condenast.com](http://condenast.com) and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

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